

iusomnibus

2025

Annual Activity Report

Technical Sheet

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Entity: Ius Omnibus

Contacts

Address: Avenida 24 de Julho - Second Home Lisbon

Mercado da Ribeira, 1200-479 Lisbon, Portugal

Telephone: +351 910 977 799

E-mail address: info@iusomnibus.eu

Website: <https://iusomnibus.eu/pt/>

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IUS OMNIBUS

Avenida 24 de Julho - Second Home Lisboa
Mercado da Ribeira, 1200-479 Lisboa

Tel: +351 910 977 799

E-mail: info@iusomnibus.eu

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Acronyms and Abbreviations

EU – European Union

ESG – Environmental, Social, and Governance

RAD – Representative Actions Directive

1. Introduction

This report aims to present the main actions, projects, and initiatives developed by Ius Omnibus during 2025. The activities are aligned with the strategic objectives of the association, with a focus on the promotion and defense of consumer rights European Union (EU) wide, in accordance with the principles established for the functioning of our institution and our social mission.

This report reflects both quantitatively and qualitatively the allocation of available resources, both human and financial, as well as the level of execution of the initiatives undertaken and the degree of achievement of the defined objectives. Each action is evaluated in terms of the impact generated in defending consumer rights, while respecting the commitments and needs of society.

This Activity Report is, therefore, the result of the collective efforts of all members and collaborators of the association, highlighting our ability to respond to the challenges faced throughout the year, as well as our adaptability to changes and the demands of the current circumstances.

2. Message from the Board

In 2025, Ius Omnibus has maintained a pivotal role in its mission to defend consumer rights and advance collective justice across Europe. As we reflect on the past twelve months, we are proud of the significant progress made in holding corporations accountable, advocating for stronger legal protections, and ensuring that justice is accessible to all.

Throughout the year, Ius Omnibus expanded its legal actions, fortified partnerships with key national and international organizations, and engaged in strategic litigation to address unfair market practices and infringements of competition law. Our commitment to upholding the rule of law and championing consumer interests has never been more resolute.

Our key achievements in 2025 include:

- **Advancing Landmark Collective Actions:** We successfully advanced several landmark collective actions, setting new legal precedents and securing substantial remedies for affected consumers.
- **Enhancing Institutional Collaboration:** We strengthened our collaboration with European and national institutions to promote the more effective enforcement of competition and consumer protection laws.
- **Increasing Public Awareness:** We executed a series of targeted advocacy, consumer education, and outreach campaigns that significantly increased public awareness of consumer rights and legal recourse.
- **Strengthening Organizational Capabilities:** We invested in and enhanced our legal and technical capabilities to more effectively serve consumers and manage complex legal challenges.

As we look into the future, Ius Omnibus remains firmly committed to our core mission of ensuring justice for all. We recognize the significant challenges that lie ahead in a rapidly evolving economic landscape. However, we are profoundly confident that with the continued and steadfast support of our members, strategic partners, and an exceptional team of legal experts, Ius Omnibus is well-positioned to continue its trajectory of making a substantial and lasting impact.

We wish to express our sincere and profound gratitude to every individual and organization that has been instrumental in our work this past year. Our success is a direct result of the collective efforts of our tireless legal teams, our invaluable partner organizations, the policymakers who have collaborated with us, and, most critically, the consumers who entrust us to be the voice for their rights.

Together, we will continue to drive forward, advocating for and building a fairer, more just, and more equitable society for everyone.

The Board of Directors of Ius Omnibus

3. Mission and Values

Ius Omnibus is a non-profit European consumer rights association established under the laws of Portugal in 2020. Ius Omnibus has held a seat on Portugal's National Consumer Council since 2023, has been appointed in 2024 as a Qualified Entity by the Portuguese General-Directorate for Consumers, inserted on the European Commission's official list and empowered to pursue legal actions across EU under the Representative Actions Directive (RAD).

The mission of Ius Omnibus is the defense of consumers within the EU, with a particular focus on improving consumer well-being, and more broadly, promoting the rule of law, the environment, and the economy of the EU.

The association is involved in a variety of activities, including consumer education and awareness, monitoring public policies related to consumption and the environment, and representing consumers in court, legislative and regulatory processes. Guided by the principles of transparency, justice, and social responsibility, Ius Omnibus is committed to building a fairer society where consumer rights are respected and protected.

The values that define Ius Omnibus are: (i) justice, (ii) integrity, (iii) transparency and (iv) fairness.

In the pursuit of our mission, we commit ourselves to focus on the following set of strategic targets, which constitute our Strategic Axes of Activity:

- Consumer protection with a concern for Environmental, Social, and Governance (ESG).
- Data, privacy and digital rights.
- Actions against threats to democracy and human rights.
- Promotion of private enforcement of competition law to the benefit of consumers.
- Innovative legal actions with structural impact within the judicial system.

4. Governing Bodies of the Association

Board of Directors

President – Lena Hornkohl

Vice-President – Victoriano Nazareth

Vice-President – Carmen Herrero Suárez

Member – Carmen Estevan de Quesada

Member – Eduardo Silva de Freitas

General Assembly

President – Gianfranco Alfano

Vice-President – Catalin-Gabriel Stanescu

Vice-President – Carolina Ramalho dos Santos

Supervisory Board

President – Csongor Nagy

Vice-President – Susanna Lopopolo

Vice-President – Patricia Gil Lemstra

5. Management and Human Resources

The Ius Omnibus team experienced a transition within its senior management in 2025. Until May, Carolina Ramalho dos Santos served as Secretary General, contributing significantly to the association's coordination, governance, and overall organisational functioning. Ms. Ramalho dos Santos stepped down from her role to focus on preparing for the bar exam and pursuing her qualification as a fully licensed lawyer. The association sincerely thanks her for her dedication, professionalism, and the valuable work carried out during her mandate. Although no longer part of the day-to-day management, she remains closely connected to Ius Omnibus through her continued involvement in the General Assembly.

In August, Francesca Antifora assumed the position of Manager. Ms. Antifora brings over 15 years of international experience in climate change, sustainable development, development cooperation, social issues and NGO leadership, with a strong background in strategic planning, fundraising, and stakeholder engagement and EU policy.

In October, Joana Moreira advanced from her position as Administrative Assistant and Researcher to the role of Administrative Coordinator and Researcher, reflecting her growing responsibilities and continued commitment to supporting the association's projects and initiatives.

6. Analysis of Developed Activities

6.1. New Legal Actions

In 2025, Ius Omnibus significantly expanded its legal actions, filing several new lawsuits across various sectors.

The Hub & Spoke cases were officially initiated, with Ius Omnibus filing actions against the following companies: [Central de Cervejas \(SCC\)](#), [Sumol+Compal](#), [Bimbo Donuts](#), [Unilever](#) and [Johnson & Johnson](#)¹. Aggregated damages in the five cases are estimated at over €2.9 billion.

Ius Omnibus undertook significant legal actions aimed at protecting consumer data privacy, filing a major class action lawsuit against Meta Platforms Inc. and Meta Platforms Ireland Ltd. The [lawsuit](#), filed on May 13th, focuses on Portuguese children under the age of 13 who have used Facebook since 2010 or Instagram since 2018. This suit alleges that Meta unlawfully tracked minors and built detailed profiles without consent, transferring their data outside the EU without proper safeguards. This case seeks damages estimated at over €510 million.

In parallel efforts, Ius Omnibus also filed two groundbreaking privacy class action lawsuits against Google and Alphabet Inc. These cases represent all Portuguese consumers, both those aged 13 and older and children under 13. The [first lawsuit](#), filed on March 11th, accuses Google of systematically breaching GDPR and Portuguese law by secretly collecting sensitive personal data through manipulative consent mechanisms. Damages in this case are estimated at over €6.7 billion.

The [second lawsuit](#), filed on April 14th, is dedicated to the protection of Portuguese children under 13. It alleges unlawful data collection and processing without valid consent or transparency, exposing them to unauthorized tracking and data transfers abroad. The damages for this action are estimated at over €1.29 billion.

¹ These claims were filed in 2024; however, the court only issued the preliminary admissibility order in 2025.

In May, Ius Omnibus filed a class action against several major pharmaceutical companies about the effectiveness of phenylephrine-containing cold medicines. This lawsuit alleged consumers had been overpaying for ineffective medications, violating consumer protection and advertising laws. Following clarifications provided by certain defendants confirming that they did not commercialise these products in Portugal, the action was adjusted accordingly. Representing all affected buyers since 2006, the case seeks compensation and has the potential to reshape pharmaceutical accountability in Portugal.

In September, Ius Omnibus filed a follow-on class action after the European Commission's decisions in the Canned Vegetables cartel. The action seeks compensation for damages caused by a single and continuous infringement consisting of price fixing, exchanges of sensitive commercial information, and market and customer allocation across the EEA. The cartel led to inflated wholesale prices that were ultimately passed on to consumers, with estimated damages of approximately EUR 3.6 million.

In July, Ius Omnibus intervened alongside the Portuguese energy regulator (ERSE) in proceedings filed against EDP to defend the validity of the competitive balance mechanism applicable to CMEC power plants. The intervention supported ERSE's position that the mechanism lawfully requires CMEC generators to contribute to offset extraordinary wholesale market gains and to ensure competitive neutrality. The mechanism protects consumers by preventing unjustified increases in electricity tariffs and preserving effective competition in the electricity market.

Between July and December, Ius Omnibus filed four class actions related to the Dieselgate fraud against Volkswagen, BMW, Renault, and Peugeot. The Dieselgate scandal concerns the use of illegal "cheat devices" in diesel vehicles to manipulate emissions tests and conceal levels of pollutants significantly higher than those permitted under EU law. In these proceedings, Ius Omnibus represents all consumers resident in Portugal who purchased vehicles of those brands equipped with such cheat devices. The aggregated damages for these claims are estimated at over €2.76 billion.

In December, Ius Omnibus filed a class action against Valve for breaches of EU and national competition law in the digital distribution of video games through the Steam platform. The action is brought on behalf of all consumers resident in Portugal who, at least once between

27 September 2010 and the date of service of the action, purchased PC computer games and/or add-on content through Steam. The damages for this action are estimated at over €141million.

6.2. Awareness and Education

6.2.1. Conferences, Symposia & Events

January

- Board Member Carmen Estevan de Quesada delivered a keynote presentation at the Congreso Internacional *El Derecho de la competencia en la era del «Big data»*, held at the Facultad de Derecho, Universidad de A Coruña. Her talk, “*El poder de mercado en la industria de los datos*”, examined the regulatory and antitrust challenges posed by big data and its implications for market power assessment in the digital economy.

February

- Then Board Member Lena Hornkohl delivered a presentation on “*Collective Actions Through the Assignment Model (C-253/23 – ASG 2/Roundwood)*” at the Referentenrunde of the University of Vienna.

April

- Former President Maria José Azar-Baud participated in the prestigious international conference “*Representative Actions in the EU: Practical Experiences & the Protection of Vulnerable Social Groups*”, organized by the Pázmány Péter Catholic University, in Budapest.
- Lena Hornkohl presented the theme “*Collective Antitrust Damages Actions in the European Union: State of Play*” at the European and Comparative Competition Law and Policy (ECCLAP) event hosted by Ivane Javakhishvili Tbilisi State University. She also participated as a discussant in the discussion group Hojas Juzgadas at the University of Chile, contributing to the discussion of Agustín Barroilhet’s paper “*The Regime Politics Origins of Class Action Regulation.*”.
- Board Member Carmen Estevan de Quesada participated in the *Máster en Derecho de la sociedad digital* at the Universidad de Alicante, presenting “*Plataformas digitales y Derecho de la competencia*”. She analysed the competitive dynamics of digital platforms

and explored practical frameworks for enforcement of EU competition rules in multi-sided digital markets.

June

- President Lena Hornkohl spoke at the Compass Lexecon DACH Forum in Vienna, sharing her expertise on private damages claims for abuse of dominance. Addressing a room of legal and economic experts, Lena highlighted the challenges consumers face in holding dominant companies accountable and stressed the crucial role of collective actions and consumer associations like Ius Omnibus in making private enforcement effective. She also presented on “*The interplay between funders, claims vehicles and harmed parties in light of the newest EU case law*” at the conference “*The role of litigation funds in mass B2B litigation in digital markets*” at the University of Valencia.
- Board Member Eduardo de Silva Freitas conducted a [Workshop on the Representative Actions Directive and Collective Redress in Private International Law](#) at the PAX Awareness Raising Event in Slovenia.

July

- Public Affairs Officer Ms. Azar-Baud proudly took part in the [19th Global Conference of the International Association of Consumer Law \(IACL\)](#), held in Buenos Aires under the theme “*New Challenges in Consumer Law: Celebrating 40 Years of the United Nations Guidelines for Consumer Protection and the Founding Fathers of the IACL*”.

August

- President Lena Hornkohl gave a presentation in a webinar organised by the [Czech Association of Competition Law and Regulation](#), addressing “*The interplay between funders, claims vehicles and harmed parties in light of newest EU case law.*” Shortly after, in September, the President represented Ius Omnibus at the Experts Talk on Private Enforcement in Pinzolo, making a delightful presentation on the topic of “*Litigation (II): Evidence and Access to Evidence*”.
- Former Public Affairs Officer, represented Ius Omnibus in the Thought Leaders 4 event in Lisbon, participating in the [EU Collective Redress Circle 2025](#).

September

- Board Member Carmen Estevan de Quesada contributed to the [Curso Encuentro público y privado del Derecho de la Competencia](#) at the Universidad Internacional Menéndez Pelayo, Santander, delivering a presentation on “*Big Tech finance*”, which explored the competitive and regulatory implications of large technology firms entering financial services. She also delivered a session for the International League of Competition Law Webinar on “[Abuse of Economic Dependence in Digital Markets](#)”, addressing legal and economic frameworks for assessing dependence-based abuses in digital markets, targeted at competition law practitioners and scholars.

October

- Board Member Carmen Estevan de Quesada spoke on the topic “*Big tech and financial services: challenges for competition law*” at the V Carlos Fdz-Nóvoa International Congress “New trends in competition law and industrial and intellectual property” at the University of Vigo.

November

- Lena Hornkohl was invited to present at the [Mannheim Competition Policy Forum](#), organised by ZEW. Her session, entitled “*Competition Law in Action – Lessons from 80+ Consumer Class Actions by Ius Omnibus*”, provided an opportunity to reflect on the evolving interplay between collective redress, competition law and consumer protection in Europe. It offered insights into our practical litigation work, the obstacles faced by consumer groups, and front-line proposals for reforming competition frameworks to better serve individual and collective consumer interests.
- Board Member Eduardo Silva de Freitas presented a paper on immaterial mass damages under the Digital Markets Act in Brussels at the Article 19 Conference, reinforcing the association’s engagement in high-level policy discussions and its cooperation with other civil society organisations.

December

- Ius Omnibus strengthened its academic and policy presence at the European level through its participation in the [Collective Redress and Digital Fairness Conference](#) hosted by the University of Amsterdam. Joana Moreira, Administrative Coordinator and Researcher, presented the research paper “*Collective Redress in the Digital Age*”, co-authored with the President, Lena Hornkohl.
- Ius Omnibus’ leadership team extended its outreach into the realm of European cohesion and public-funding policy by participating in the [Mostra dos Fundos Europeus](#) event held in Coimbra. Our Vice-President, Victoriano Nazareth, together with our Manager, Francesca Antifora, attended sessions that showcased transformative EU-funded projects and engaged in high-level networking with institutional, academic and private-sector stakeholders.
- The President delivered a presentation entitled “*Vulnerabilität, Geschlecht und Digital Markets Act*” at the online colloquium [Phänotypisierung von Vulnerabilität im Digitalrecht](#) organised by TU Dresden.
- Board Member Carmen Estevan de Quesada delivered a keynote presentation at the [Jornada “Libre competencia y poder de mercado: las plataformas digitales y el turismo”](#) held at the Universitat de les Illes Balears. Her talk “*Abuso de dependencia económica y plataformas*” explored the platform-induced power imbalances in digital tourism markets, focusing specifically on the challenges hotels face in marketing their room capacity through large online platform and the resulting potential harm to consumers.
- Ius Omnibus co-organised, together with the Complutense University of Madrid and the Institute of European Law and Regional Integration, a one-day [Femtech event in Madrid on 18th December 2025](#) which focused on ensuring long-term impact through public awareness, expert collaboration and the integration of a gender perspective in digital-rights enforcement. Our manager presented Ius Omnibus during the event stressing the importance of digital protection specifically related to sensitive female reproductive data. The event convened experts in digital rights, privacy, gender and technology to examine the systemic risks of data misuse in Femtech applications, the vulnerability of users, and the structural gaps in current regulatory oversight. Discussions addressed unlawful data-processing practices identified in the ongoing litigation, explored avenues for reform and

highlighted the importance of collective redress as a tool to protect women in digital environments.

6.2.2. Board Members' Academic Publications

6.2.2.1. Digital Articles

January

- Lena Hornkohl serving as Board Member at the time, co-authored two contributions to the Kluwer Competition Law Blog reflecting Ius Omnibus' engagement with EU competition law and collective redress: (i) *"If and Only If: The ECJ Rules on Collective Actions Through the Assignment Model (C-253/23 – ASG 2/Roundwood)"* with Nils Imgarten, analysing the implications of the ECJ ruling on collective actions and, (ii) *"Main Developments in Competition Law and Policy 2024 – European Union"* with Alba Ríbera Martínez and Nils Imgarten, providing a comprehensive review of EU competition law developments from the previous year.

February

- Lena Hornkohl received prestigious recognition in the field of competition law, with two of her articles nominated for the Antitrust Writing Awards 2025. The nominated papers – *"Antitrust Damages Actions in National Courts: Trends in the Case Law of the the European Court of Justice"* and *"Collective Actions for Competition Law Violations and DMA Infringements Following the Transposition of the Representative Action Directive in Germany"* – explore critical developments in private enforcement and collective redress mechanisms within the UE.

March

- Then Board Member Carmen Herrero Suárez published the article *"Las redes sociales a juicio. Patrones adictivos, datos y responsabilidad en la economía de la atención"* in Cuadernos de Derecho Transnacional, vol. 17, no. 1. The article examines the legal accountability of social media platforms within the attention economy, with particular focus on addictive design patterns, data exploitation, and emerging regulatory responsibilities.

- Hornkohl’s collaborative article *“Discriminatory Leveraging Plus – The Standard for Independent Self-Preferencing Abuses after Google Shopping (C-48/22 P)”* appeared in *European Papers 2025* (with Eva Fischer and Nils Imgarten), where she advanced doctrinal standards for assessing self-preferencing abuses under EU competition law.

April

- Lena Hornkohl published a detailed paper titled *“Turning Harm into Claims – How Recent ECJ Case Law Shapes the Interplay of Claim Assignment, Funding, and Victim Compensation in Mass B2B Competition Law Litigation on Digital Markets”* analysing the CJEU’s landmark ASG 2 decision regarding German restrictions on fiduciary assignments of cartel damage claims. This research offers timely insights into the evolving nature of collective redress within emerging EU contexts. In addition, she published a substantial contribution to *Comparative Procedural Law and Justice*, titled *“Private Competition Law Proceedings”*, which offers an in-depth comparative analysis of private actions in competition law across jurisdictions and highlights procedural challenges and developments in civil litigation for competition infringements.
- Joana Moreira and Lena Hornkohl co-authored and published an article in the online magazine *Grande Consumo*, titled *“Ações Coletivas em Portugal: Reforçando o Acesso à Justiça”*. The piece highlighted collective actions in Portugal and their role in improving consumer access to justice.

May

- Carmen Herrero Suárez contributed the chapter *“The problem of access to justice in digital markets: collective redress solutions”* to the edited volume *Compensation of Damages in Digital Markets* (Ruiz Peris / Estevan de Quesada, eds.), published by Atelier in Barcelona. This chapter addresses structural barriers to access to justice in digital markets and assesses collective redress mechanisms as tools to enhance effective enforcement.

June

- Board Member Eduardo de Silva Freitas published a chapter titled *“Justice for a Price: Funders, Fees, and the Representative Actions Directive”* in the new volume *Sustaining*

Access to Justice: New Avenues for Costs and Funding, which is part of the Civil Justice Systems series by Bloomsbury Publishing.

- President Lena Hornkohl published a detailed paper analysing the [CJEU's landmark ASG 2 decision](#) concerning German restrictions on fiduciary assignments of cartel damage claims.

July

- President Lena Hornkohl co-edited a groundbreaking special issue of the Journal of European Competition Law & Practice entitled [“Competition Law and Gender Perspectives.”](#) This editorial challenged the assumption that competition law is gender-neutral, revealing how market dynamics and enforcement outcomes are deeply influenced by gender disparities (e.g. “pink taxes” and the underrepresentation of women). Lena and her co-editors argue for a gender-aware competition policy that promotes fairer enforcement and exposes discriminatory market practices. She also published [“The Higher Regional Court Cologne Barks Up The Wrong \(Data\) Tree: The Court’s Interpretation of Article 5\(2\)\(b\) DMA in the Meta AI Case”](#), co-authored with Alba Ríbera Martínez, on the Kluwer Competition Law Blog. This contribution analysed the Court’s interpretation of the Digital Markets Act and its implications for digital markets enforcement.

September

- Vice-President Carmen Herrero Suárez published a second article in the same editorial (vol. 17, no. 2), entitled [“¿Justicia con ánimo de lucro? La cesión de los derechos de indemnización o assignment model”](#). The article critically analyses the assignment model of claims for damages, exploring its implications for access to justice and the boundaries between private enforcement and profit-driven litigation.
- Joana Moreira published the Op-Ed [“EU Law’s Final Whistle: Ensuring Effective Judicial Oversight in Sports Arbitration”](#) in EU Law Live. She explored how the CJEU’s judgment in Royal Football Club Seraing SA v. FIFA/UEFA reinforces that even arbitration awards confirmed by non-EU courts must conform with EU public policy rules — and what that means for national courts, sports bodies, and athletes.

November

- Lena Hornkohl authored two further blogs on the Kluwer Competition Law Blog: (i) [*"The New Shapes of Consumer and Market Law: Digitization, Sustainability, and Enforcement – Looking Back and Forward"*](#), a solo contribution reflecting on emerging trends and challenges in consumer and market law and, (ii) [*"Innovation and the 'Revamping' of Competition Law – Insights from the 3rd Early Career Scholars Conference in Florence"*](#), co-authored with Eva Fischer and Selçukhan Ünekbas, summarising insights from the conference and implications for competition law innovation.
- Board Member Carmen Estevan de Quesada published a blog on the Kluwer Competition Law Blog as well titled [*"Compensation of Damages in Digital Markets"*](#), analysing key issues in the enforcement of damages claims in the digital economy and reflecting on recent case law and regulatory developments.
- Board Member Eduardo Silva de Freitas published an article on EU Law Live titled [*"Digital Rights, Collective Actions, and the Reach of Private International Law"*](#) examining the role of private international law in fostering collective and representative actions to enforce digital rights across the EU and discussing challenges and legal frameworks for private enforcement in the digital environment.

December

- Joana Moreira, Administrative Coordinator and Researcher and Julia Suderow, Professor of Law and Legal Advisor at Ius Omnibus, published a paper titled [*"The Private Enforcer's Dilemma: The Unfulfilled Promise of Collective Redress under the DMA and DSA"*](#) at the Competition Corner Symposium on EU Law Live, dedicated to the private enforcement of the Digital Markets Act and the Digital Services Act. This article has highlighted the importance of collective redress in addressing mass harm and systemic infringements in digital markets, strengthening the link between public and private enforcement of EU law.

6.2.2.2. Other Publications

- President Lena Hornkohl published:
 - ✓ A substantial legal commentary “Commenting on Article 5 (General and Section 1–3 Digital Markets Act (Regulation (EU) 2022/1925 of the European Parliament and of the Council of 14 September 2022 on contestable and fair markets in the digital sector)” in the Frankfurter Kommentar zum Kartellrecht, 110. Edition (Verlag Dr. Otto Schmidt KG).
 - ✓ Alongside Barbara Justen, co-authored “EU-Digitalrechtsakte und partizipatorische Regulierung” in Die Vielfalt der rechtlichen Regulierungsinstrumente: Eine kritische Betrachtung (Dike), offering a critical perspective on the emerging EU Digitalrechtsakte and participatory regulatory mechanisms in European digital governance.
 - ✓ The chapter “Schadensersatz im digitalen Binnenmarktrecht: Schadensbegriff, Schadensumfang, Schadensposten und Schadensberechnungsmethoden” appeared in *Private Enforcement im Digitalen Binnenmarkt* (Mohr Siebeck), where she examined critical aspects of damage concepts and calculation methods under digital internal market law — an important contribution to understanding enforcement challenges in the digital economy.
 - ✓ A focused commentary, “Private Rechtsdurchsetzung des DMA: Die Kopplung von Android und Gmail als Benachteiligung gegenüber E-Mail-Drittanbietern (Anmerkung zu LG Mainz, Urteil vom 12.8.2025 – 12 Hk O 23/24, Gmail)”, in WuW 2025, offering timely insights into application of the Digital Markets Act (DMA) in competition disputes.
 - ✓ Co-authored with Nils Imgarten “Das Sammelklage-Inkasso im Kartellschadensersatzrecht” analyzing the Court of Justice’s judgment in ASG 2 (Rundholz), published in LTZ 2025, addressing collective action financing in cartel damages claims.
 - ✓ A collaborative article “Discriminatory Leveraging Plus – The Standard for Independent Self-Preferencing Abuses after Google Shopping (C-48/22 P)” appeared in *European Papers 2025* (with Eva Fischer and Nils Imgarten), where she advanced doctrinal standards for assessing self-preferencing abuses under EU competition law.

- ✓ Co-authored *“Collective Actions and the Digital Markets Act: A Bird Without Wings”* with Alba Ríbera Martínez in *Antitrust Bulletin 2025*, providing a comprehensive analysis of collective redress mechanisms under the DMA.
- Board Member, Carmen Estevan de Quesada published:
 - ✓ *“Big data y poder de mercado”* in F. Cachafeiro (ed.), *El Derecho de la competencia en la era del big data*, examining the impact of data-driven business models on market power and competition dynamics.
 - ✓ *“Le droit espagnol des pratiques commerciales déloyales inter-entreprises applicable aux centrales d’achat”*, in *Revue Perspectives Contentieuses Internationales*, (no. 2), addressing the application of Spanish law on unfair inter-company practices to purchasing groups and central buying entities.

6.3. Institutional and Legislative Action

6.3.1. Public Consultations

One of our key initiatives this year was the "Empowering Consumers through EU Public Consultations" project, which has been successfully implemented through the course of 2025. The project's objective was to actively engage in European public consultations on consumer protection and related legislative matters to ensure that the voice of consumers is represented. This involved tracking and prioritizing consultations on topics such as collective redress, the right to repair, and greenwashing. Our team drafted and submitted detailed responses that reflected the needs and concerns of consumers, including concrete recommendations for stronger protections.

This effort served to raise awareness among policymakers and the general public, thereby strengthening the focus on consumer rights in EU law. The project successfully fulfilled its goal of empowering consumers by fostering greater engagement with the EU's decision-making process.

On that note, in January, Ius Omnibus participated in the [European Commission's public consultation on the proposed interoperability measures for Apple's iOS and iPadOS systems under the Digital Markets Regulation \(DMA\)](#). Ius Omnibus' focus was on ensuring high consumer protection in digital environments, particularly addressing concerns related to the restrictive distribution of apps and content. Ius Omnibus emphasized that the proposed measures do not sufficiently address these issues, harming consumers by limiting their access to apps and software.

In February, Lena Hornkohl participated in the European Commission's Workshop on the *"Draft Article 102 TFEU Guidelines on Exclusionary Abuses."* During the Workshop, she participated in two key plenaries: *"Capability to Produce Exclusionary Effects: Evidentiary Burden and Substantive Legal Standards"* and *"Tying and Self-Preferencing."* Her insights shed light on the complexities of assessing exclusionary conduct and the need for clear, enforceable standards that safeguard competition while ensuring legal certainty. By actively contributing

to these discussions, Lena reinforced Ius Omnibus' commitment to advocating for fair and effective competition policies for consumers within the European Union.

The workshop provided a platform for valuable exchanges on the challenges and implications of the Draft Article 102 TFEU Guidelines, with Lena emphasizing the importance of striking the right balance between protecting competition and preventing abusive practices.

In July, Ius Omnibus submitted its contribution to the [European Commission's public consultation on the first review of the Digital Markets Act \(DMA\)](#). Our response provided a detailed assessment of key regulatory challenges, including the reinforcement of informed consumer consent and the prevention of dark patterns, the need for effective interoperability obligations, safeguards against self-preferencing practices, enhanced transparency for advertisers, SMEs, and consumers, and the strengthening of collective redress mechanisms in cases of DMA infringements. We also addressed the emerging risks associated with AI-driven services and the need to ensure their adequate regulation within the DMA framework. Through this contribution, Ius Omnibus reaffirmed its commitment to defending European consumers and supporting a transparent, competitive, and equitable digital ecosystem.

In August, Ius Omnibus participated in the public consultation by the [Spanish Competition Authority](#) on the challenges and opportunities for the public sector in claiming damages for competition infringements. Ius highlighted that the active involvement of the public sector in such claims is both legally feasible and necessary for the general interest.

In September, the association contributed to the public consultation launched by the [Basque Competition Authority](#) on alternative and complementary avenues for public administrations to claim damages resulting from anticompetitive practices. Our submission examined mechanisms to strengthen transparency, efficiency, and accountability in public procurement, highlighting the importance of standardized protocols, public registries, and technological tools — including artificial intelligence — for the early detection of collusive behaviour. We also assessed innovative channels for redress, such as public collective actions, mediation, direct negotiation, and private conciliation, underscoring their potential to safeguard public resources and promote a culture of integrity within European competition law and procurement practices.

In October, Ius Omnibus submitted its response to the [European Commission’s public consultation on the revision of Regulations 1/2003 and 773/2004, which govern the EU’s competition enforcement procedures](#). Our contribution highlighted the importance of modernising these rules in light of digitalisation and globalised market dynamics. We proposed measures to increase the effectiveness of interim measures, ensure qualified access to non-confidential documents for consumer associations, and reinforce coordination between the Commission and national competition authorities through clearer guidance and enhanced digital cooperation tools. These reforms are essential to ensuring a more efficient, transparent, and consumer-oriented competition enforcement system within the EU.

In the same month, the association submitted an extensive contribution to the [European Commission’s public consultation on the Digital Fairness Act \(DFA\)](#). In our submission, we stressed the urgent need for a unified and robust legal framework capable of addressing sophisticated online commercial practices that exploit consumer vulnerabilities — particularly through deceptive interfaces, covert advertising, and data-driven manipulation. Our recommendations focused on adopting the DFA as a directly applicable Regulation; establishing a harmonised definition and classification of dark patterns; reinforcing transparency and comprehensibility in digital contracts; strengthening protections for vulnerable consumers in algorithmically personalised environments; and promoting fair competition through interoperability and responsible innovation. Through this contribution, Ius Omnibus underscored its commitment to ensuring that technological transformation enhances, rather than undermines, the rights and freedoms of consumers in the European digital market.

Still in October, we actively engaged in one of the key regulatory developments shaping Europe’s digital future: the review of the [Digital Markets Act](#). In our submission to the European Commission, we addressed a series of priority areas from the consumer perspective — including the prevention of dark-patterns and enforced choice, enabling real device and platform interoperability, curbing unfair self-preference by gatekeepers, improving transparency and data access for consumers, small and medium-sized enterprises and advertisers, reinforcing consumer association rights to collective redress, and ensuring that AI-driven services are covered under the regulatory scope.

In November, we intensified our engagement in competition-policy reform by responding to the [European Commission’s public consultation on the Merger Guidelines](#). The

consultation, open from May to September 2025, invited feedback from across the EU; we were among the only few consumer associations contributing, ensuring the consumer perspective is represented. In our submission, we argued that concentration control must safeguard choice, quality and price for consumers, respond to power imbalances — especially in the digital and essential-services sectors, employ forward-looking tools tackling innovation, data and ecosystems, incorporate sustainability and social aims, and strengthen consumer participation in merger reviews. We highlighted broader social and economic impacts — on employment, media pluralism and democratic diversity — that competition assessments should address. These efforts reinforce our strategic role in shaping an inclusive, fair and modern competition landscape for European consumers.

In December, we strengthened our contribution to EU digital-market governance by responding to the [European Commission’s public consultation on the Joint Guidelines on the interplay between the Digital Markets Act \(DMA\) and the GDPR](#). As one of the few consumer organisations participating, we ensured that consumer rights were prominently represented in a highly technical and strategically important process. In our submission, we highlighted the structural tensions surrounding consent in digital environments, warning that market power and interface design can undermine genuine user autonomy even when formal consent mechanisms exist. We called for clearer safeguards against manipulative consent practices, stricter limits on the use of consent as an enabling key for high-risk processing, and greater transparency in the designation and oversight of gatekeepers. We also emphasised the need for effective interoperability and enhanced data portability — core tools to rebalance power in concentrated digital markets — while insisting that these be implemented without expanding privacy risks or degrading service quality for users.

6.3.2. Institutional Engagement and Cooperation

On December 9th, 2025, Ius Omnibus reinforced its commitment to institutional dialogue by meeting with the Portuguese Assembly of the Republic to discuss key challenges in the field of consumer protection. Victoriano Nazareth, Vice-President of Ius Omnibus, held a meeting with Rodrigo Saraiva, Vice-President of the Assembly of the Republic, aimed at exchanging views on pressing legal and policy issues affecting Portuguese consumers.

The discussion focused in particular on the outcomes of the public enforcement proceedings concerning the banking cartel case, highlighting its implications for consumer rights and market fairness. Special attention was given to the role of limitation periods applicable to crimes and administrative misdemeanours, and how overly restrictive time limits may undermine effective enforcement, weaken deterrence, and ultimately reduce accountability for unlawful conduct that harms consumers.

During the meeting, Ius Omnibus also presented its ongoing activities, strategic priorities, and advocacy work in the area of consumer law, emphasising the association's role in promoting access to justice and effective enforcement mechanisms. The exchange further explored potential avenues for closer cooperation between Ius Omnibus and the Parliament, with a view to fostering informed legislative debate and strengthening consumer representation in policymaking processes.



On December 10th, 2025, Ius Omnibus participated in a meeting convened by the Directorate-General for Consumer Affairs, bringing together several consumer organisations to discuss strategic priorities and policy directions for 2026. This forum provided an important opportunity for dialogue between public authorities and civil society actors actively involved in consumer protection.

During the meeting, Ius Omnibus presented an overview of its work to date, highlighting key initiatives and advocacy efforts undertaken throughout the year, as well as its planned activities for 2026. The association contributed to the collective discussion by sharing proposals aimed at enhancing communication with consumers, improving coordination among consumer organisations, and strengthening collaboration with public authorities.

Ius Omnibus also put forward ideas for the development of more targeted and effective actions designed to better reflect consumers' needs and concerns, with a particular focus on ensuring that consumers' voices are meaningfully heard in policy design and implementation. The exchange emphasised the value of inclusive consultation processes and coordinated approaches to consumer protection challenges.



Both of these engagements reaffirmed Ius Omnibus's commitment to constructive cooperation with public authorities and other stakeholders, contributing its expertise to the definition of forward-looking strategies that promote stronger consumer representation and more effective protection mechanisms.

7. Ius España

In October 2025, Ius Omnibus achieved a major organisational milestone with the formal creation of Ius España, our Spanish branch in Madrid. This cross-border expansion is the result of several years of groundwork, including ongoing cooperation with Spanish legal experts, preliminary jurisdictional assessments, and the identification of strategic opportunities for advancing consumer collective redress under Spanish and EU law.

The establishment of Ius España significantly broadens our operational capacity. Spain represents a crucial jurisdiction within the EU, both in terms of market size and the development of its collective action framework. By securing a structured and permanent presence in this territory, Ius Omnibus is now better positioned to:

- Develop and file high-impact collective actions;
- Represent Spanish consumers in cases of widespread harm;
- Build long-term partnerships with national stakeholders;
- Participate in public debates and legislative discussions regarding consumer protection;
- Strengthen our cross-border coordination on cases involving multiple EU Member States.

Ius España operates with full autonomy for national matters while remaining integrated into the broader strategic network of Ius Omnibus. This expansion underscores our commitment to becoming a central European actor in the enforcement of consumer rights and in the promotion of access to justice at scale.

8. Ius Omnibus in the Media

Media coverage is crucial for us at Ius Omnibus, as it helps us raise awareness about the issues we advocate for and amplifies the impact of our actions. Through media visibility, we can reach a broader audience, educating consumers about their rights, the legal battles we're engaged in, and the importance of collective action in addressing unfair business practices.

It also boosts our credibility, encouraging more consumers to get involved and seek justice in cases of anticompetitive behaviour, misleading advertising, or other violations of consumer rights. Ultimately, media coverage is a vital tool for us to mobilize public support, raise awareness to authorities, pressure corporations, as well as drive meaningful change for consumers across Portugal and overall, the EU.

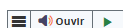
A. Portuguese Media Clippings



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11-02-2025 13:00

Associação diz que prescrição de multas não afeta direito de indemnização no 'cartel da banca'



Lisboa, 11 fev 2025 (Lusa) – A associação de defesa do consumidor Ius Omnibus apontou hoje que, apesar de ter sido considerada prescrita a contraordenação dos bancos no caso do 'cartel da banca', os consumidores continuam com o seu direito a indemnização.

"O acórdão de ontem do TRL [Tribunal da Relação de Lisboa] poderá vir a significar que os bancos não tenham de pagar 225 milhões de euros em multas. Mas a prescrição destas multas não afeta o direito de indemnização dos consumidores", refere a Ius Omnibus em resposta à Lusa.



ECONOMIA 11 Fevereiro 2025, 13:08

Associação diz que prescrição de multas não afeta direito de indemnização no 'cartel da banca'

por Lusa



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A associação regista que o Tribunal da Concorrência e o Tribunal de Justiça da União Europeia concluíram que houve uma "violação da Lei da Concorrência".

Prescrição do “cartel” não livra bancos de indemnizações, defende a lus Omnibus

Prescrição das multas de 225 milhões de euros não afeta o direito de indemnização dos consumidores, entende a associação de consumidores, que moveu ações populares contra as instituições financeiras.



Associação diz que prescrição de multas não afeta direito de indemnização no 'cartel da banca'

Tribunal da Relação de Lisboa poderá vir a significar que os bancos não tenham de pagar 225 milhões de euros em multas.

Lusa

11 de fevereiro de 2025 às 14:14 | Guardar



Tribunal da Relação de Lisboa

FOTO: Tiago Sousa Dias



Associação diz que prescrição de multas não afeta direito de indemnização no 'cartel da banca'

Por: Executive Digital Com. — 14:21, 11 Feb 2025



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IUS OMNIBUS

Avenida 24 de Julho - Second Home Lisboa
Mercado da Ribeira, 1200-479 Lisboa

Tel: +351 910 977 799

E-mail: info@iusomnibus.eu

PROCESSO JUDICIAL INÉDITO POR VIGILÂNCIA E CRUZAMENTO DE DADOS

Acção popular histórica contra a Google avança (mesmo) nos tribunais portugueses



Pedro Almeida Vieira | 30/08/2025



Não morreu na praia, como sucedeu com outros processos similares: foi mesmo admitida por uma juíza do Tribunal Judicial da Comarca de Lisboa e está a avançar formalmente. [A associação lus Omnibus](#) – que reúne vários docentes e investigadores portugueses e estrangeiros – conseguiu que os tribunais portugueses aceitassem uma acção popular contra a Alphabet Inc. (dona da Google) e três subsidiárias, incluindo a portuguesa, pedindo que sejam declaradas ilícitas as práticas de vigilância e tratamento de dados pessoais que a empresa vem realizando desde Março de 2012.

OMIA EMPRESAS MERCADOS EXCLUSIVOS EDIÇÕES DIGITAIS OPINIÃO JE ADVISORY MULTIMEDIA NEWSLETTERS

EMPRESAS, SAPO ECONOMIA

Ius Omnibus defendeu os consumidores na consulta pública da UE sobre concentração de empresas

Na sua contribuição, a Ius Omnibus defendeu que as regras de controlo das concentrações devem dar prioridade ao bem-estar dos consumidores e à equidade dos mercados.

IUS OMNIBUS

Avenida 24 de Julho - Second Home Lisboa
Mercado da Ribeira, 1200-479 Lisboa

Tel: +351 910 977 799

E-mail: info@iusomnibus.eu

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PROTEÇÃO DO CONSUMIDOR

B. International Media Clippings

GRANDES TECNOLÓGICAS >

La Audiencia bloquea a una asociación de consumidores el acceso al expediente de la CNMC contra Amazon y Apple

Competencia defiende que la entrega de la información puede exponer datos confidenciales de las tecnológicas, mientras que la organización quiere informar a los usuarios sobre posibles reclamaciones

Últimas noticias

El Confidencial

Iniciar sesión

NUEVA NORMATIVA

Las acciones colectivas vuelven al Congreso: así es la ley que 'arma' a David contra Goliath

El proyecto de Ley de Acciones colectivas vuelve a la Cámara Baja con un texto idéntico al que se cayó el pasado mes de noviembre, cuando se iba a transponer una directiva comunitaria que acumula ya un retraso de más de dos años



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Avenida 24 de Julho - Second Home Lisboa
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PROTEÇÃO DO CONSUMIDOR

9. Conclusion

The year 2025 stands as a testament to the significant progress Ius Omnibus made in its mission to defend and advance consumer rights throughout the European Union. Through strategic litigation, impactful advocacy, and rigorous research, we solidified our position as a leading force in collective redress, ensuring fair competition and reinforcing legal protections for consumers.

Our landmark cases, substantial policy contributions, and proactive engagement with national and European institutions have been instrumental in fostering a more balanced and transparent legal landscape.

Looking ahead, Ius Omnibus remains committed to the pursuit of justice for consumers. We will accomplish this by initiating new legal actions, deepening our strategic partnerships, and advocating for more robust legal frameworks that promote fairness and accountability. We will strive to accomplish even more in the coming year. We will initiate new legal actions, will deepen our strategic partnerships and we will continue advocating for more robust legal framework to ensure fairness and accountability.

With the continued support of our members, partners, and stakeholders, we are confident that 2026 will yield even greater achievements in our ongoing commitment to upholding consumer rights.

We extend our sincere gratitude to all who have contributed to our success this past year and look forward to continuing our work toward a more just and equitable market for everyone.

Ronald

A stylized handwritten signature in blue ink, consisting of several vertical strokes and a horizontal line.

Camalinas

A large, complex handwritten signature in blue ink, featuring a large loop and multiple overlapping strokes.

Eduardo Freitas